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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR THREE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 371**

**COURSE TITLE: BUSINESS ENVIRONMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 08/04/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

A milk processing industry in Garissa town is customer focused. Assuming that you are appointed as the C.E.O of the company to progress its agenda to the next level.

1. Explain various strategies to ensure the company remains dominant ( 6 marks)
2. Create and explain S.W.O.T analysis for the company ( 8 marks)
3. Discuss the features of its environment ( 9 marks)
4. The company is said to have no control of its external environment, describe its external environment that exist and affects the industry operations. (7 marks)

**QUESTION TWO**

1. Explain factors that stimulate increased globalization. (6 marks)
2. Discuss various approaches to legal environment ( 6 marks)
3. Describes the importance of a business environment ( 8 Marks)

**QUESTION THREE**

1. Define inflation ( 2 marks)
2. Explain various forms of inflation ( 10 marks)
3. Discuss major causes of unemployment ( 8 marks)

**QUESTION FOUR**

1. State three disadvantages of deregulations ( 3 marks)
2. Explain the roles of a trade union ( 7 marks)
3. Describe various types of economic systems that are present in today’s world. ( 10 marks)

**QUESTION FIVE**

1. Give the principles of strategic planning ( 5 marks)
2. Explain factors that hinder success of a strategic plan ( 6 marks)
3. Discuss the basic elements that forms organizations ethics ( 9 marks)